Program Description/Textbook or Print Instructional Material

Vendor:__Thomson Learning/Course Technology_ Web Address:__www.course.com_____

Title:_____Multimedia Basics_____

Author:__Weixel_____ Copyright: 2004_

ISBN:__0-619-05533-2____ Course/Content Area:__Vocational and Career Education; Business
Program; Multimedia Publishing__

Intended Grade or Level: _____9-12_____ Readability Level:_____9.2__(Flesch Kincaid)__

List Price:____50.95_____ Lowest Wholesale Price:_____38.00_____

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accomodations (Level One, Two or Three)_ Level Three_____

If Level Two or Three, please provide rationale for not meeting Level One Compliance__ It is_not_financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content
- Includes non-software specific step-by-step exercises and can be used with many different software packages for the PC.
- Instructor Resources CD-Rom includes data files, solutions, ExamView testing software and test bank, SCANS, lesson plans, PowerPoint presentations, and much more!

Student Experiences
- A user-friendly introductory level text with computer projects for presentation graphics, desktop publishing, graphics and animation, sound and video, and website design.
- For 75+ hours of instruction.

Assessment
This new text from our BASICS series provides comprehensive coverage of many multimedia topics including graphics, animation, video, presentations, desktop publishing, and web pages. An excellent foundation for any mulitmedia or website design curriculum.

Organization
Unit 1 Graphics
Unit 2 Animation and Video
Unit 3 Presentation Systems

Unit 4 Desktop Publishing
Unit 5 Web Site Development
Integrated Projects

<u>Resource Materials</u>
Gratis Items To Be Provided And Under What Conditions
Instructor's Resource Kit (0-619-05537-5) Free 1 per teacher
Desktop Publishing Illustrated Projects Instructor's Resource Kit (0-619-11096-1) Free 1 per teacher

Available Ancillary Materials
Desktop Publishing Illustrated Projects (0-619-11046-5)
Desktop Publishing Illustrated Projects School Binder (0-619-11022-8)

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

*NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **"not available"** in the space.*

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Multimedia

Title: Multimedia Basics	**Cost: $ 38.00**

Publisher: Thomson Learning/Course Technology

Item Evaluated: Textbook

Copyright Date: 2004	**Evaluator: Jerry Walker**
Content Level: 9-12	**Date of Evaluation: 7/30/2003**

Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
X Recommended by reviewers to State Textbook Commission
☐ Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool
IT Multimedia

Title: Multimedia Basics	Publisher: Thomson Learning/Course Tech.

Technology Management Summary Data:	20 possible points	_____0_____ points earned

Technology Management Comments:

Technology Presentation/Interface Summary Data:	40 possible points	_____0_____ points earned

Technology Presentation/Interface Comments:

Content Summary Data:	40 possible points	_____36_____ points earned

Content Comments:

Instruction & Management Summary Data	52 possible points	_____47_____ points earned

Instruction & Management Comments:

Organization & Structure Summary Data	36 possible points	_____36_____ points earned

Organization & Structure Comments:

Resource Material Summary Data	40 possible points	_____18_____ points earned

Resource Material Comments:

Group V - Career /Technical & Vocational/Practical Living
Electronic Instructional Media Review Form—Multimedia Basics-Thomson/CT
Stand Alone/Independent or Integrated Software for IT Multimedia

Equipment (circle or change fill color)
Windows
Macintosh
CD-ROM
DVD
Sound
Other

If other, explain

Grade Level (circle or change fill color)
Primary
Intermediate
Middle
High

Audience (circle or change fill color)
Individual
Small Group
Large Group

Format (circle or change fill color)
Stand Alone/Independent
Integrated
Supplemental
In lieu of basal test

No Software Available

_____single copy	_____site license
_____network version	_____school version
_____lab pack of ____ copies	_____online

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	_____Tutorial
	_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	
Allows students to exit and resume at a later time.	
Keeps a students performance record, where needed.	
Allows control of various aspects of the software (e.g., turning sound off).	
Allows for printed reports.	
Comments:	Total
NO SOFTWARE PACKAGE WAS AVAILABLE FOR REVIEW.	

Presentation/Interface	Rating
Presents material in an organized manner.	
Has consistent, easy-to-use, on-screen instructions.	
Has developmentally correct presentation format.	
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	
Accessible for special needs students.	
Runs smoothly, without long delays.	
Presents easy-to-view text and graphics.	
Presents easy-to-hear and understand sounds.	
Avoids unnecessary screens, sounds, and graphics.	
Provides immediate, appropriate feedback.	
Comments:	Total

Content—IT Multimedia Publishing	Rating
Career Focus/Employability Skills/Workplace Readiness Skills	0
Design a web page using a software package; demonstrate use of basic HTML	4
Use business graphics, paint, draw, image editing programs	4
Demonstrate the ability to use Internet	4
Develop multimedia presentations (e.g., slide shows, audio/video, etc.)	4
Design page layouts using appropriate tools	4
Design and compose effective business publications/documents	4
Use industry standard hardware/software for multimedia publishing (e.g., digital cameras, scanners, video cameras)	4
Know industry terminology associated with desktop publishing, multimedia design, and video production)	4
Apply language rules and proofreader's marks (e.g., style, grammar and spell check)	4
Comments:	**Total** **36**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Computer Maintenance Ideas	3
Promotes Student Thinking	4
Assesses Student Progress	1
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments:	**Total** **47**

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	**Total 36**

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	1
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	1
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	0
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments:	**Total 18**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable